



**BECOME BETTER.
START TODAY.**

APRIL 29th | DAY 1

**IT'S TIME TO
BOOST YOUR BRAND!**



KARL-JOHAN HASSLESTRÖM

is the Global COO for Universum. A particular passion of Karl-Johan's is the EVP, as he has spent years helping Universum develop the strongest methodology and foundational data sets for building an EVP, ensuring that clients receive a strategy that is Attractive, Credible, True, Sustainable, and Distinct.

During his time in New York City and Stockholm, he has helped build strategies for some of the biggest and most important global brands in the world, including Goldman Sachs, Novartis, Siemens, P&G, Shell, Philips, L'Oreal, and Deloitte. Prior to joining Universum Karl-Johan ran his own Employer Branding consultancy firm for 6 years, which was acquired by Universum in 2007. He is based in Stockholm, Sweden..

COMPANIES AKARL-JOHAN HAS WORKED WITH INCLUDE



Deloitte.



SIEMENS

L'ORÉAL





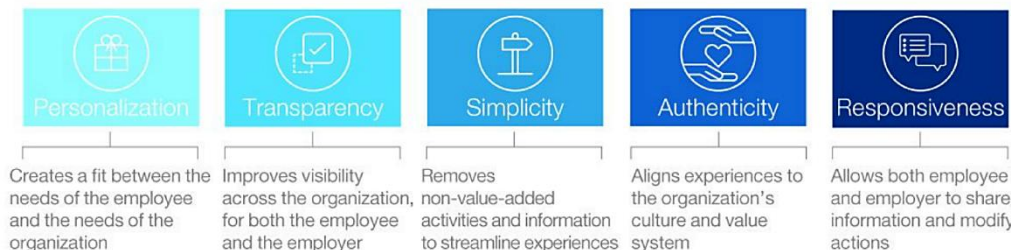
**BECOME BETTER.
START TODAY.**

IS YOUR EMPLOYER BRANDING GEN-Z READY?

Spend a full day with Karl-Johan Hasselström (Global COO) from world leading Employer Branding experts Universum. It will be a packed and interactive day where Karl-Johan will cover the latest trends and observations in Employer Branding both from a global and European perspective.



Five practices to create more effective employee experiences



ibm.biz/employeeexp
IBM Institute for Business Value





**BECOME BETTER.
START TODAY.**

67%

of companies report hiring challenges.
Large firms have twice as much
difficulty filling roles.

55%

of candidates worldwide would prefer
to start (or join) a start-up than work
for an established company



Global and European Employer Branding trends:

- Learn about the latest trends in the field and understand how Gen Z and start-ups are disrupting the workplace. Also learn about how Universum predicts that the HR Department will work and fit in with the overall organization in the future.

The Employer Value Proposition - The Power of Differentiation:

- Understand all the key components of a successful EVP, how to develop it and how to bring it to life. There will be a lot of myth busting and you will obtain a practical tool box that you could use in your strategy work going forward.

Global & European Best Practices & Case studies:

- Learn what Adidas did in order to climb from position 27 to position 15 on the world most attractive employer ranking + understand how Siemens revolutionized their whole EB approach, as well the „colours don't always match“ unique EB approach from a Unilever campaign.

Employer Branding - Dos and don'ts:

- Obtain a check-list of all the relevant dos and don'ts when working with your EB, and participate in a quick social media game: which words are used the most in SMM to attract talent?



**BECOME BETTER.
START TODAY.**



OGI EUROPE KFT.
1091 BUDAPEST ÜLLŐI ÚT 25..HUNGARY
TEL: +36 1 408 8191 / EMAIL: inquiry@ogieurope.com

TICKET OPTIONS

EARLY BIRD OFFER TILL 21st FEBRUARY

1 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€650

STANDARD

€500

2 DAY PASS

DAILY PRICES PER PERSON

EARLY BIRD

€600

STANDARD

€450

BOOK 3 PEOPLE

DAILY PRICES PER PERSON

EARLY BIRD

€550

STANDARD

€400